

ABSTRACT OF THE DISCLOSURE

A system and method allow an Internet user to act as a broadcast session conductor by assembling audiovisual information in a multimedia document, and broadcasting that information to a predetermined group for simultaneous viewing. During the network broadcast, members of the predetermined group can interact with the Internet conductor using a standard telephone or other audio connection. The broadcast information may be used for such sessions as on-line training/teaching seminars, telemarketing, teleshopping and other multimedia events.